



Together with local communities and society at all times  
 Seeking commercial facilities that produce future lifestyles

Aiming for a shopping mall that brings satisfaction and priceless experiences not only by taking responsibility for town development but also by growing along with our customers. We at AEON MALL continue to address challenges that transcend the framework of commercial facilities.

# ★ Message from the Top



AEON MALL's mission  
 — from town development to life design  
 AEON MALL will fulfill all the corporate responsibilities by grasping the change of times and regional needs.

**Akio Yoshida**  
 President and CEO  
 AEON MALL CO., LTD.

AEON MALL is tasked as the core company within the AEON group to develop and manage shopping malls, and we have successfully deployed 161 shopping malls in Japan, China, and in the ASEAN countries as of February 2016. Since fiscal 2015, we have held to a new management philosophy, “AEON MALL is a life design developer that works with communities and produces future lifestyles”.

We have already developed 144 shopping malls in Japan. However, each AEON MALL nationwide is not identical with each other. Each mall should be a commercial facility that attractively reflects regional characteristics and meets the needs of neighboring people depending on their life stages. Therefore, naming it “concept mall”, for the past several years, we have been developing new malls in various places with a distinctive characteristic and a clear directionality and pursuing a unique charm unlike any other place. In addition, we are actively working on the revitalization of existing malls. We are promoting the development of delightful malls always filled with new discoveries even as years go by not merely by refurbishing the malls but by increasing floor spaces and significantly replacing specialty stores.

As stated in this report, our company has accumulated various data and know-how by taking the lead in introducing progressive initiatives in terms of the environment and safety. When opening our malls in China and ASEAN countries where there has been a rapidly growing environmental awareness, we aim to develop malls that will become new norms with self-imposed initiatives that work ahead of regulations and standards announced by each country. We will promote the creation of people-friendly, environment-friendly malls and strive to be Asia's No.1 specialized commercial developer by gaining support from local residents and society. I would like to ask you for your continued support and cooperation.